

PRESS RELEASE

PRYSMIAN GROUP TO PRESENT AT AFRICACOM 2015 MASTERCLASS SESSION

THE GROUP WILL SHOWCASE WORLD-BEATING FIBRE SOLUTIONS AT AFRICA'S FOREMOST TECHNOLOGY EVENT

Milan, 16 November 2015 - Prysmian Group, world leader in the energy and telecom cables and systems industry, will be speaking and showcasing its solutions for the African market this week at AfricaCom in Cape Town, South Africa, November 17-19. On display will be an extensive display of its wide-ranging cable, connectivity and deployment technology solutions.

Between 14:30 and 15:00 on day one of the show, Prysmian's Director of Telecom Marketing and Technical Sales Support, Alain Bertaina, will discuss cost-efficient solutions to improve connectivity across Africa. In its presentation he will give an overview on fibre benefits and most recent implementations in both telecom and hybrid telecom-energy formations, thus demonstrating how a quality infrastructure is fundamental to guarantee high level services and high speed broadband, that are essential aspects to guarantee future growth and development to the region.

Prysmian will also be using the event this week to showcase its state of the art RetractableNet^{XS} solution. In both aerial and direct buried underground drop solutions, the new RetractableNet^{XS} is designed for 'value innovation'. The solution combines integrated connectivity products and innovative tools to deliver a cost-effective solution for future-proof fibre roll-outs which has been proven consistently through several benchmarks to be lower for the whole project – including maintenance and installation – than comparative solutions.

Also on show at AfricaCom, Prysmian will present its latest cable and fibre management options including its Sirocco^{XS} portfolio, which covers a comprehensive range of blown fibre and blown cable solutions for external and internal applications, tubing and fibre management options. All these solutions utilise the micro and macro bend-immune fibre BendBright^{XS}, which has been designed to secure the use of fibre's spectral abundance to solve bandwidth bottlenecks.

Another product to use BendBright^{XS} is FlexTube[®], which provides significantly easier handling and rapid access to the fibres, and has been recently installed in Australia with a record-breaking density of 4.16 f/mm² fibre density, thus allowing the customer to halve the cost per installed fibre. Visitors to the event will be able to view FlexTube at Prysmian's booth, alongside the pre-connectorized VertiCasa^{XS} cable, and pre-terminated connectivity units.

A long-time supplier into the African market, Prysmian Group works with governments and within the prevailing legislative and market conditions in many African countries to help support local economies. Through its partner, VHFibre, the company is able to add specialist local content to its products, services and solutions, ensuring that it meets the regional economic and trade criteria. Prysmian has already supplied a variety of energy and telecommunications solutions across the continent including projects in South Africa, Zimbabwe, Zambia, Rwanda, Kenya and Tanzania, and is committed to developing innovative solutions for the telecommunications market.

AfricaCom visitors can discover more about Prysmian Group's range of solutions for the African market and hear about local projects and manufacturing at the Prysmian Group booth E18C.

Prysmian Group

Prysmian Group is world leader in the energy and telecom cable systems industry. With more than 130 years of experience, sales of nearly €7 billion in 2014, some 19,000 employees across 50 countries and 89 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

Media Relations

Lorenzo Caruso
Corporate and Business Communications Director
Ph. 0039 02 6449.1
lorenzo.caruso@prysmiangroup.com

Investor Relations

Cristina Bifulco
Investor Relations Director
Ph. 0039 02 6449.1
mariacristina.bifulco@prysmiangroup.com